

For someone who rode a bicycle and who had school-age children in the household, the survey was timed to take about 15 minutes to complete. For non-riders and households without children, the completion time was considerably shorter.

Survey Sample

The sampling frame for the survey consisted of a random digit dial (RDD) listing of telephone numbers for North Carolina, purchased from a national marketing firm (Genesys Sampling Systems, Marketing Systems Group, Fort Washington, PA). The numbers were screened by the provider to help eliminate non-working, disconnected, and business numbers. In addition, HSRC requested that the listed telephone numbers be matched to available addresses and names. From an initial purchased listing of 5,500 numbers, 3,848 (70.0%) passed the screening process, and of these, 2,137 (55.5%) had associated names and addresses. Having names and addresses allowed us to send prior notification of the survey to these households. However, to avoid biasing the RDD sample, both households with and without names and addresses were contacted to participate in the survey. Once a household was contacted, an interview was attempted with either the person identified on the file, if available, or with the adult in the household who most recently had a birthday.

Data Collection

Data were collected over a 3-month period beginning the third week of August, 2000 and extending through the third week of November. The telephone interviews were conducted by trained employees of the UNC Highway Safety Research Center. Although some calls were made during normal work hours, the vast majority were made on weekday evenings and on weekends. If name and address information was available, a notification letter was mailed a few days prior to attempting to reach a particular individual by telephone (see Appendix B for a copy of the letter). Otherwise, “cold calls” (without prior notification) were made to a household and interviewers were instructed to ask for the adult (age 18 or above) in the household who most recently had a birthday.

Completion Status of Survey Sample

To reach the targeted number of 1,000 completed surveys, 70% (2,683 of 3,848) of the available sample of RDD numbers was used. Table 1 provides a breakdown of the completion status for this sample. Despite the prior screening, 16.8% of the sample was lost due to non-working telephone numbers (primarily numbers that had been disconnected or were no longer